TOP 10 DESIGN TIPS

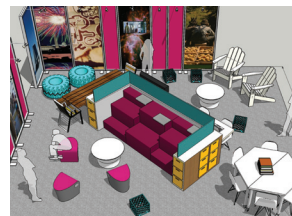## *for Improving your American Space*

Idea Book pg 4.4

CC BY-ND by thinkpublic via Flickr

1 Invite participation and engagement through design.

Add writable surfaces, such as chalkboards or whiteboards, so visitors can make the space their own. Use a blank wall or screen to project images, the day's activities or rolling Twitter feed or Facebook page for the Space.
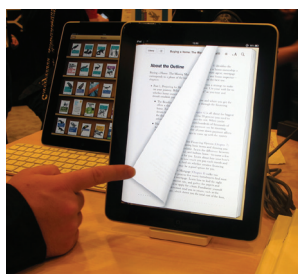
Idea Book pg 4.33

2 Functional can still be fun.

Use furniture with multiple purposes, such as seating that can double as "table" surfaces or with storage underneath. Use a plant room divider. Lounge or café furniture provides a different type of workspace than a desk or conference table and creates spaces that foster collaboration.

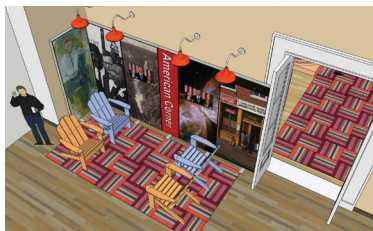
CC BY-SA by anitakhart via Flickr

3 Digitizing your collection can both unclutter your space and add flexibility.

Introduce iPads/tablets with digital libraries and folders on the homepage leading visitors to your best stuff!

Idea Book pg 4.1

4 Don't forget about the floor.

Carpet tiles or area rugs are a fun and easy way to create distinct programming areas within a Space.

Idea Book pg 8.7

Idea Book pg 4.10

5 Walls can be invigorating—and inspiring.

Walls might seem intimidating to fill, but you don't have to overthink design elements. Go big with graphic text on the wall, or use bold swaths of color blocks mixed with illustrations and photo graphics. *Graphics forthcoming—to be accessed from AmericanSpaces.state.gov.*

American Spaces

6

One word: mobility.

You want to make it as easy as possible to reconfigure your space for various activities. Two simple examples are to introduce furniture with castors and chairs that stack.

Idea Book pg 4.5

Idea Book pg 4.4

CMYK 0-97-80-20	CMYK 0-99-91-0	CMYK 100-98-2-2	CMYK 76-50-0-0

ACCENT COLORS

CMYK 8-100-77-1	CMYK 0-69-16-0	CMYK 52-5-3-0	CMYK 54-0-14-0	CMYK 0-18-100-0

NEUTRAL COLORS

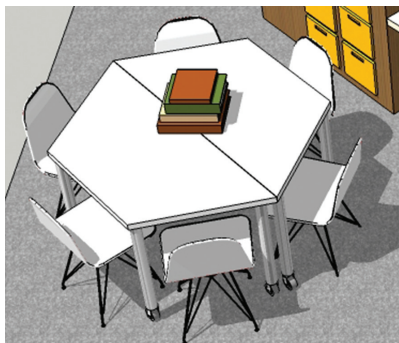|	
CMYK 5-3-4-8	CMYK 12-7-8-17

CMYK 0-0-0-0

9

Keep your colors simple.

Red, white, and blue make for a great American Space! No need to get complicated—come up with your own modern take on America's color palette. We've provided a sample for you.

7

Another word: flexibility.

Maximize possible uses of your space by finding furniture that can be used for multiple activities. Trapezoid tables are an excellent example.

American Center Hanoi

Design with intention.

Foster stewardship and affiliation by engaging representatives of your core audience in design ideas and implementation. Have your audience discuss ways the space will be used, and that will help you determine how the space should be configured and embellished through design.

Idea Book pg 4.32

Idea Book pg 4.34

8

Encourage community and interaction through design.

Cluster computer terminals to face each other to foster further interaction. Cluster seating, too, so that even when people are working independently, they are sharing the Space with others.

10

American Spaces